

2002 ENERGY STAR® Awards

Part II: Eligibility, Descriptions, and Criteria



October 2001

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Efficient Products

ENERGY STAR Partner of the Year – Retail Partners

Eligibility: Retailers of ENERGY STAR labeled products

Description: In 2001, retail partner efforts to increase sales of ENERGY STAR qualified products and educate consumers about the many benefits of energy efficiency reached new heights. ENERGY STAR anticipates that selecting the Retail Partner of the Year for the 2002 awards ceremony will be a challenging task. To be fair, ENERGY STAR has developed criteria to be used in evaluating applications. This criteria can serve as a guide to a broad range of opportunities for leadership as retail partners, and illustrate what ENERGY STAR's goals are for retail partners: to make it easy for consumers to identify and purchase quality, energy efficient products, and to make selling these products profitable for private sector partners.

ENERGY STAR recognizes that each company excels in specific areas. Partners may describe specific activities beyond the scope of the criteria listed below.

Criteria: Criteria for evaluating this award are listed below. In describing your company's activities, please be as specific as possible. For more decentralized organizations, such as buying groups or non-national retail chains, partners may use different examples of success from different parts of the organization. In describing your organization's efforts in each area, please be as specific as possible. For example, in describing use of the ENERGY STAR logo on a company Web site or advertisement, provide specific timing and placement information, visibility to the public (perhaps number of hits/impressions in a period of time), size/placement of the logo.

Your narrative description should be no more than **five pages**, but may be accompanied by samples of specific promotions, advertisements, or other activities your organization led in 2001.

ENERGY STAR Strategy

- Integration of ENERGY STAR into corporate strategy
- Clearly articulated ENERGY STAR plan (e.g., sales targets, promotional goals, consumer/sales education)
- Identification of schedule, milestones for achieving ENERGY STAR goals
- Level of success in achieving goals

Product Selection

- Inclusion of ENERGY STAR qualification as a criterion for selecting vendor products
- Percentage of products in all relevant categories that are ENERGY STAR qualified (as percentage of inventory, purchases, sales, or floor space)
- Sale of ENERGY STAR qualified products in all applicable product categories
- Feedback and suggestions to ENERGY STAR in developing or revising product qualification criteria (if applicable, in 2001 includes light fixtures, ceiling fans, CFLs)

In-Store Promotion

- Labeling of qualified products (either request/require of vendors or applied at store)
- In-store signage in relevant product departments
- Special displays (kiosks, end caps, video loops, front end tables/displays, etc.)
- Promotion of ENERGY STAR qualified products on in-store radio/television network or other media
- Cross-product ENERGY STAR displays

Sales Associate Knowledge/Training

- In-store training sessions
- Sales training manuals/newsletters, new employee packets, etc.
- Intranet/Video/Broadcast or other media training
- Integration of ENERGY STAR information into off-site regional/national sales training
- Verifiable method of evaluating effectiveness of sales training
- Evaluation of sales associate performance including knowledge/sale of ENERGY STAR qualified products

Consumer Education

- Print, radio, television advertising with ENERGY STAR messages, logo {quality, quantity, frequency, reach}
- Incorporation of ENERGY STAR logo and messages into company Web site
- Public relations efforts, special events, press releases {quality, quantity, frequency, reach}

Participation in National/Regional ENERGY STAR Promotions

- Leadership and participation in utility/state/regional partner sponsored special events, incentive programs, promotions, training sessions
- Leadership and participation in promotional events coordinated by EPA and DOE as applicable (Earth Day events, national PSA campaign launch, fall lighting promotion, etc.)
- Active partnership with vendors (ENERGY STAR manufacturer partners) in ENERGY STAR promotions